

Seven of K-Pop's biggest acts to launch KPOP.FLEX, Europe's first K-Pop Mega festival

- *Takes place at Frankfurt's Deutsche Bank Park on Sat 14 May 2022*
- *Five year festival plan will boost K-Pop's presence across Europe even further*
- *Monsta X and (G)I-DLE set to perform, with five names to be announced*
- *Tickets on sale 9am GMT Friday 10 Dec at www.kpopflex.com and through Ticketmaster*
- *Assets are [here](#)*

London, 9 December 2021: K-Pop titans Monsta X and (G)I-DLE are the first names announced for Europe's biggest ever K-Pop festival, KPOP.FLEX.

On Saturday 14 May 2022 at Frankfurt's Deutsche Bank Park, 44,000 fans will witness performances from some of the world's biggest K-Pop stars, with five more acts still to be unveiled. The event is being staged by K-Pop Europa, in partnership with PK Events and Korean broadcaster SBS Television Network. K-Pop Europa is a partnership between Live Company Group and Explorado Group.

South Korean music is the world's fastest-growing section in the market (up 44.8% year on year in terms of sales, streaming and paid subscription services); its audience in the US has tripled in as many years, thanks to K-Pop multi-group concerts. KPOP.FLEX, the first event of its kind in Europe, aims to do the same as part of a five-year plan specifically targeting the Continent.

Formed through a Korean reality TV programme in which would-be K-popsters are pitted against each other to uncover the stars of the future, the six members of Monsta X are known for their uniquely aggressive rap-style vocals and pumping electronic instrumentals. Since debuting in 2015, their devoted following has continued to grow internationally.

Meanwhile quintet (G)I-DLE, who debuted in 2018 under Cube Entertainment, currently rank as one of the most popular K-Pop girl groups in Korea, recently winning Best Performance at the Seoul Music Awards 2021.

KPOP.FLEX will kick off the music season at Frankfurt's Deutsche Bank Park, which has already sold out three dates for Coldplay and two for Ed Sheeran later in the year. Korean broadcaster SBS will film the festival and create a made-for-TV edit, for screening in Korea after the event.

David Ciclitira, a partner in K-Pop Europa and Chairman of Live Company Group, said: *"The Korean Wave has been gathering force in Europe for some time now, so we are particularly excited to be able to give our growing fan base what they want, right here on European turf, with the return to major live music events here in Frankfurt next Spring."*

Deutsche Bank Park MD Patrik Meyer added: *"K-POP.FLEX is a really dynamic addition to our line-up, which includes Ed Sheeran and Coldplay – and we've already pre-sold 300,000 tickets for those. 2022 is going to be a memory-making year for our state-of-the-art stadium!"*

Mr. Choi, from SSD Media Group, says: *"SSD Media Group is extremely excited to be a partner with SBS in the KPOP.FLEX mega concert in Frankfurt, Germany."*

Tickets go on sale at 9am GMT on Friday 10 Dec at www.kpopflex.com and through Ticketmaster.

At the festival, visitors will also be able to view original artworks by K-Pop stars Ohnim and Yooyeon (from boy band Winner) and independent talent HENRY LAU, whose work is currently on a world tour that started in London at StART Art Fair at Saatchi Gallery this autumn. Limited edition prints of these artworks will be available to purchase.

K-POP.FLEX merchandise will be available to purchase on www.start.art, a new online platform that allows fans to collect works by K-Pop stars.

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About Live Company Group

Live Company Group (LVCG) plc, founded by David Ciclitira, is a live events and entertainment group. David has been involved in promoting Kpop concerts and art shows throughout Asia for the past 10 years.

LVCG owns the BRICKLIVETM brand. BRICKLIVE is a global content provider for brick-based events, focused on creating an environment that encourages interactive play, fosters creativity, collaboration and physical experiences in an inclusive and safe environment and one of the two primary divisions on LVCG.

LVCG formed a new division LCSE in December 2020 which will conceptualise, acquire rights, commercialise and deliver sport, lifestyle and entertainment events.

About AWC AG / Explorado Group

30 years of experience, four independent companies and 200 employees.

Europe's biggest all-rounder in the field of "out-of-home edutainment". A key player within its field, it offers an unrivalled 360-degree range of services, from concept creation, strategic implementation, development and operations of indoor and outdoor out-of-home entertainment attractions in Europe to touring blockbuster exhibitions and events that are globally recognised.

Founded by Andreas Waschk (Chairman of the Explorado Group), the AWC AG has established itself in the minds of its international partners as a leader in the planning and implementation of all concept ideas as well as the touring of major sell-out exhibitions and branded attractions.

Waschk started as an independent tour manager and event organiser for internationally-known artists including Rolling Stones, Tina Turner, Michael Jackson, Luciano Pavarotti, Placido Domingo, and is behind the brains behind the development of innovative exhibition concepts such as the 1.5m visitors-exhibition "TITANIC" in Hamburg and Zurich.

About PK Events

PK Events is an event organiser whose major focus is on the implementation of open air (Sylt Open Air, Sauerland Open Air) and stadium concepts (e.g. Grönemeyer, PUR and Fanta 4 in Frankfurt or "Winter am Rhein" in Düsseldorf). PK Events operates throughout the whole of Germany, and its integral realisation of events covers everything from planning to final invoicing. CEO Peter Kötting has more than 30 years active experience in the entertainment and sports sectors in Germany.

About SBS

SSD Media Group is a leading Korean company specialising in K-Pop concerts. SSD is SBS's global K-Pop concert partner.

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